

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

A275.2
Ex88

UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



BOOK NUMBER A275.2
914910 Ex88

UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service
Washington 25, D. C.

March 21, 1956

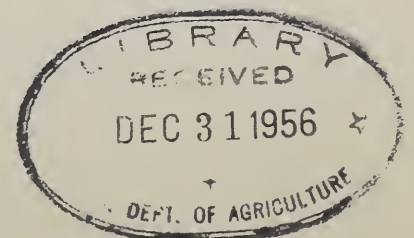
TWELVE WAYS IN WHICH SPECIALISTS CAN SUPPORT COUNTY PROGRAMS

At the Atlanta meeting of the Southern Region of the American Society for Horticultural Science, February 6, 1956, former extension horticulturist John E. Hutchison, State Agricultural Leader, Texas Agricultural Extension Service, when discussing "In-Service training for county and other Extension personnel" before the Extension Workers Section said,

"We recently asked what we considered to be one of the top county agents in Texas, a man with more than 25 years of outstandingly successful experience, to appear before our specialists' staff to discuss with them how he would rate the different services which Extension specialists had to offer in support of county programs. The following is a list of the services offered by specialists arranged in numerical order in which this county agent rated them:

1. Preparing regular up-to-date circular letters on a monthly basis which contain such information as: new information, timely jobs to be done, reports on results of important demonstrations, programs or research, comments on current articles or new products being advertised or promoted for use within specialized fields, new or unique methods of approaches or techniques. During certain peak periods these letters may need to be prepared more frequently.
2. Well prepared and well illustrated bulletins and leaflets kept current and up to date.
3. Agent training meetings or conferences on a sub-district or district basis conducted by specialists in a single field or in related subject-matter areas.
4. Public demonstrations or direct teaching by the specialist.
5. Answering individual correspondence and he emphasized that this was no good unless answered promptly. This included the identification of specimens.
6. Packaged demonstrations prepared by the specialists which the agents could use in their counties.
7. Slide sets with script.

(more)



8. Radio tapes on timely topics available to agents to use in local programs.
9. The preparation of good demonstration outlines which agents could use or follow.
10. Maintaining good relations with special interest or commodity groups in specific subject-matter areas.
11. Preparation of timely newspaper and magazine articles.
12. Individual help for agents and individual demonstrators.

"We as specialists must give preference to our most effective activities which will result in increased efficiency and in stronger programs."

